Chapter 9
Perception of the Information Value for Public Health: A Case Study for Neglected Diseases

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ABSTRACT
Information society boom and market globalization have opened up new ways of using a concept that has been in existence for a long time. Information is valued using competitive intelligence tools. Intensity in research on drugs and medicines contributes significantly to innovation and technological development in the country’s health. Thus, this chapter shows how Web 2.0 tools of free access can help developing nations in network management and patient analysis for health care, in this case for neglected diseases—tuberculosis. The co-relation of a lot of experts in the world with several knowledge bases can contribute to generation of new approaches and results as well as assist in better decision making by managers of companies, governments, and organizations. Countries and publications by research networks in tuberculosis are listed. The authors also describe a specific example for technological management using tuberculosis patients.

BACKGROUND
The perception of the information value was already taught about 400-300 BC by Sun Tzu in his book “The Art of War,” which reads:

If an enlightened sovereign and his commanding victory whenever they get into action and achieve extraordinary feats, it is because they hold prior knowledge and can predict the course of a war (Sun-Tzu, 2000).

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Therefore, information may be seen as a condition for survival and it broadens their communication context with the redemption narrative for preservation of social memories. Its value becomes intangible resisting all oblivion mechanisms and destruction, seeing that the acquisition of informational reconstruction enables cognitive assessment and knowledge of reality. In this sense, continuity of information may indicate the result of the human capacity to act together and pursue a common course of action for the political transformation of society (Castro, 2002).

So, make decisions without access to appropriate information leads to inaccurate decisions and sometimes disastrous. Decisions based on facts and into a reliable information are more likely to generate good results and it still gives decision makers face every day. The information appropriately and in a timely manner, by which they can make decisions, develops effective strategies and acting proactively. This action can be called competitive strategy when it involves the placement of a business, which maximizes the value of the organization’s capabilities and distinguish the company from its competitors (Porter, 2008).

Therefore, we can understand when a decision is based into reliable information and the appropriate time it is not only regarded as a competitive strategy but a strategic business. In this approach we have intelligence—the area that deals with the strategic analysis in the organization’s business and still answers questions that decision makers are faced in every day. Thus, the responses coming from the strategic issues became Competitive Intelligence (CI) and not just information for portals. This is the differential knowledge.

According to the Organization for Economic Co-operation and Development (OECD), 55% of global wealth is in the knowledge (OECD, 2008). Drucker (2006) points out that the increase in the generation of this knowledge will occur with the increase of knowledge management (Drucker, 2006).

New trends influence the industrial development of a country, such as the knowledge, like a main resource and the learning, like a central process. Therefore, it is essential to broaden the base of expertise in human resources and hence increasing the innovation potential (Lastres, HMM & Sarita, A, 1999).

Formation of competencies for innovation requires previously defined as an intelligence cooperative, which translates as construction of knowledge in collaboration with peers at work. This mindset requires collaborative development processes capable of producing high quality information for scientific and technological knowledge. The experts have unrestricted access to information created by the scientific community, collaborative review of the contributions of members, governance based more on authority than on sanctions, and involvement in integrated levels and responsibilities (Ambrosi, A, Peugeot, V, & Pimenta, D, 2005).

In 1977, Tidd et al discussed innovation as a change in products and services offered by an organization or even a change in the process or in a way to prepare the products or services. It also can be considered the way this organization delivers its products (Tidd, J, Pavitt, K, & Bessant, J, 2005).

Success of the activities of companies, research groups, government and institutions of countries are effective when they attribute value and quality in their information considered critical. These factors will lead the organization to succeed in their planning internal and external such as strategies for short and long term. Thus, the capital of intellectual property plays an important role in enterprises and knowledge becomes increasingly “key” to competitiveness, technology and so economic development. This happens mainly in the sectors of high density technology where knowledge is considered like the most important asset of the company (Trigo, Gouveia, Quoniam, & Riccio, 2007).